

## Message Text

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11

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W

----- 006429

P 260756Z NOV 76

FM AMEMBASSY MANILA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 3253

AMEMBASSY SEOUL PRIORITY

AMEMBASSY TAIPEI PRIORITY

UNCLAS SECTION 1 OF 2 MANILA 18453/1

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJECT: U.S. METALWORKING TRADE MISSION - DEC. 7-10, 1976

ADVANCE OFFICER'S WRAP-UP REPORT FROM MANILA

1. ADVANCE OFFICER BEIRING HAS COMPLETED MANILA ACTIVITIES. RESERVATIONS CONFIRMED FOR BEDROOM/LIVING ROOM SUITE FOR TM DIRECTOR AND SIX SINGLES FOR MISSION MEMBERS AT HILTON HOTEL FOR DEC. 7-10, 1976. REGENT OF MANILA HOLDING ONE SINGLE FOR PAQUIN FOR SAME PERIOD. ALL MISSION MEMBERS WILL BE MET AT MANILA INTERNATIONAL AIRPORT BY THE CONTROL OFFICER. GROUND TRANSPORTATION WILL BE PROVIDED BY EMBASSY AT NO CHARGE.

2. PRESS RELEASES HAVE BEEN PREPARED. KEY GOVERNMENT/INDUSTRY APPOINTMENTS FOR TM NOW BEING SCHEDULED. BIC HEADQUARTERS TO BE LOCATED AT LAS YSLAS ROOM, HILTON HOTEL. COMPETENT SECRETARY HAS BEEN HIRED AND IS NOW HANDLING ASSIGNMENTS.

3. THE POST IS ARRANGING PRESENTATIONS OF PEACE AND COMMERCE MEDALS TO TRADE SECRETARY TROADIO T. QUIAZON, JR. AND PETRONILO GUEVARA, PRESIDENT, PHILIPPINE CHAMBER OF INDUSTRIES. BROCHURE PROOF REVIEWED BY AO AND PRINTING AUTHORIZED. MAILING (UNIVERSE 1000 FIRMS) WILL BE MADE NOVEMBER 29.

4. SCHEDULE FOR TM MEMBERS FOLLOWS:

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TUESDAY, DECEMBER 7

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1315 ALL TRADE MISSION MEMBERS EXCEPT TANNER ARRIVE  
MANILA ABOARD CI-811. EMBASSY TRANSPORTATION UNIT  
WILL MEET AND ASSIST. TRANSPORT TO HILTON BY  
EMBASSY TRANSPORTATION. TANNER WILL BE MET SEPARATELY.  
EMBASSY IS AWAITING NOTIFICATION OF HIS ETA.

1600 PROMOTION BRIEFING AND PRESENTATION OF WELCOME KITS  
AT THE MISSION DIRECTOR'S SUITE WITH CO THOMAS L.  
ROBINSON AND EC/COM SPECIALIST CLEO A. LEDONIO.

1630 ECONOMIC BRIEFING BY ACTING ECONOMIC/COMMERCIAL  
COUNSELOR SAMUEL S.H. LEE AT THE MISSION DIRECTOR'S  
SUITE.

EVENING FREE

WEDNESDAY, DECEMBER 8  
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0830 BRIEFING BY METALS INUDSTRY RESEARCH AND DEVELOPMENT  
CENTER (MIRDC) STAFF AT THE HARANA TERRACE, HILTON

0930 PRESS CONFERENCE WITH MISSION DIRECTOR AND ENTIRE  
TM AT THE HARANA TERRACE, HILTON

1030-1200 START INDIVIDUAL BUSINESS APPOINTMENTS AT THE  
BUSINESS INFORMATION CENTER (BIC), LAS YSLAS,  
HILTON

LUNCH

1400-1630 INDIVIDUAL BUSINESS APPOINTMENTS AT THE BIC

1730 DEPART HILTON FOR COCKTAIL RECEPTION, BY EMBASSY  
TRANSPORTATION

1800-2000 COCKTAIL RECEPTION HOSTED BY MINISTER-COUNSELOR  
LEE T. STULL AT HIS RESIDENCE IN DAASMARINAS VILLAGE,  
MAKATI, RIZAL

2000 DEPART DASMARINAS VILLAGE FOR HILTON BY EMBASSY  
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TRANSPORTATION

EVENING FREE

THURSDAY, DECEMBER 9  
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0900-1200 INDIVIDUAL BUSINESS APPOINTMENTS AT THE BIC

1230 VIP LUNCH AT THE HARANA TERRACE, HILTON

1400-1700 INDIVIDUAL BUSINESS APPOINTMENTS AT THE BIC

1815 DEPART HILTON FOR HARRISON PLAZA BY EMBASSY  
TRANSPORTATION

1830 VISIT TO THE PHILIPPINE AUTOMOTIVE PARTS MANU-  
FACTURERS ASSOCIATION (PAPMA) TRADE EXHIBIT AT  
THE HARRISON PLAZA

1930 DEPART HARRISON PLAZA FOR HILTON BY EMBASSY  
TRANSPORTATION

EVENING (OPTIONAL) FILIPINIANA TOUR (AT INDIVIDUAL  
TM MEMBERS' EXPENSE)

FRIDAY, DECEMBER 10

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0900-1200 INDIVIDUAL BUSINESS APPOINTMENTS AT THE BIC

LUNCH

1400-1600 INDIVIDUAL BUSINESS APPOINTMENTS AT THE BIC

1600 TM MEMBERS TO WORK WITH MISSION DIRECTOR ON FINAL  
REPORT AT THE MISSION DIRECTOR'S SUITE. CO  
DEBRIEFING.

EVENING FREE

SATURDAY, DECEMBER 11

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0830 OR 1330 (OPTIONAL) ONE HOUR HYDRO-FOIL TRIP TO CORREGIDOR  
(AT TM MEMBERS' EXPENSE)

5. FOR MISSION DIRECTOR AND CONTROL OFFICER ONLY:

TUESDAY, DECEMBER 7

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1600 PROMOTION BRIEFING AS ABOVE

1630 ECONOMIC BRIEFING AS ABOVE

WEDNESDAY, DECEMBER 8

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0830 BRIEFING BY MIRDC STAFF AS ABOVE

0930 PRESS CONFERENCE AS ABOVE

1430 DEPART HILTON FOR DEPARTMENT OF TRADE BY EMBASSY  
TRANSPORTATION

1500 COURTESY CALL ON TRADE SECRETARY TROADIO T. QUIAZON,  
JR. AND PRESENTATION OF PEACE AND COMMERCE MEDAL

1530 CALL ON VICENTE COLOSO, DIRECTOR, METRIC SYSTEM  
BOARD, DEPARTMENT OF TRADE

1600 DEPART DEPARTMENT OF TRADE FOR HILTON BY EMBASSY  
TRANSPORTATION

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W  
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P 260756Z NOV 76  
FM AMEMBASSY MANILA  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC PRIORITY 3254  
AMEMBASSY SEOUL PRIORITY  
AMEMBASSY TAIPEI PRIORITY

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THURSDAY, DECEMBER 9  
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0945 DEPART HILTON FOR EMBASSY BY EMBASSY TRANSPORTATION

1000 COURTESY CALL ON AMBASSADOR WILLIAM H. SULLIVAN

1030 DEPART EMBASSY FOR PHILIPPINE CHAMBER OF INDUSTRIES  
BY EMBASSY TRANSPORTATION

1100 COURTESY CALL ON MR. PETRONILO GUEVARA, PRESIDENT,  
PHILIPPINE CHAMBER OF INDUSTRIES AND PRESENTATION OF  
PEACE AND COMMERCE MEDAL

1230 VIP LUNCH AS ABOVE

6. TENTATIVE BUDGET IS AS FOLLOWS: A) REPRODUCTION - \$150;  
B) RENTAL - \$308; C) SERVICES - \$430; D) MAILING - \$137; E) MISC -  
\$125; AND F) HOSPITALITY - \$1500. TOTAL - \$2650.

7. AT THE TM BRIEFING SESSION (SEOUL), AO WILL REPORT: BULK OF  
COMPETITION COMES FROM JAPAN, ALONG WITH W. GERMANY, UK, TAIWAN,  
INDIA AND BULGARIA. IMPORTANT FACTORS, AS ALWAYS, IN THE FAR EAST  
MARKET, ARE DELIVERY TIME, AVAILABILITY, AND SERVICE. PRICE IS  
NOT DOMINANT IF THE MACHINE IS OF BETTER QUALITY. DELIVERIES OF  
EQUIPMENT SOLD TO GOVERNMENT AGENCIES CAN BE SLOWED DOWN DUE TO  
GOVERNMENT REQUIREMENT THAT SUCH BE SHIPPED ONLY ON PHILIPPINE  
VESSELS. U.S. MACHINE TOOLS ARE JUDGED SUPERIOR, AND ARE MOST  
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COMPETITIVE WHEN SPECIALTY TOOLS ARE NEEDED.  
TRAINING OF PHILIPPINE PERSONNEL IN THE U.S. IS IMPORTANT AND  
SHOULD BE ENCOURAGED. IF TRAINED WITH U.S. EQUIPMENT, FILIPINOS  
WILL LATER SPECIFY AND PURCHASE U.S. EQUIPMENT. WEST GERMANY  
RECENTLY GRANTED 25 FELLOWSHIPS TO STUDY IN THEIR COUNTRY UNDER  
AND AID GRANT, AND THE SPIN-OFF IS BEING FELT.  
MORE CROSS-LICENSING/DISTRIBUTORSHIPS CARRYING INVENTORIES  
(WHEN POSSIBLE) ARE NEEDED HERE TO OFF-SET JAPANESE QUICK  
DELIVERY/SERVICE. THERE ARE EXISTING CROSS-LICENSING AGREE-  
MENTS WITH FIRMS FROM JAPAN, W. GERMANY, UK AND INDIA. THE  
INDUSTRY PREFERS CONVENTIONAL MACHINE TOOLS WITH FLEXIBILITY  
FOR SHORT QUOTE SET-UP UNQUOTE TIME.

THIS ATTITUDE ALSO REFLECTS SOCIO-ECONOMIC FORCES AT WORK  
THAT STRESS LABOR-INTENSIVE METHODS OF MANUFACTURE. STILL,  
U.S. MANUFACTURERS SHOULD NOT BE DISCOURAGED FROM PROMOTING  
ADVANCED EQUIPMENT. STRESS SHOULD BE ON GREATER PRODUCTIVITY,  
LONGER LIFE, THEREBY CUTTING MANUFACTURING COSTS AND MAKING  
PHILIPPINE PRODUCTS MORE PRICE COMPETITIVE. U.S. SUPPLIERS  
SHOULD EMPHASIZE THAT U.S. EXPERIENCE HAS BEEN THAT MORE  
EFFICIENT MACHINERY HAS INCREASED EMPLOYMENT, NOT LESSENED IT.  
ALEX JEFFS, PRESIDENT OF MACHINERY DEALERS ASSOCIATION OF THE  
PHILIPPINES, ADVISES THAT SOME BUSINESS SLOW DOWN IS EXPECTED  
NEXT YEAR DUE TO AN ANTICIPATED TIGHT MONEY CONDITION. JEFFS  
AND STANLEY PHILLIPS (AN AMERICAN), A BOARD MEMBER, STRONGLY  
RECOMMEND HOLDING U.S. MACHINE TOOL EXHIBITION HERE IN MANILA.  
RED CHINA HELD ITS SECOND SHOW IN THE PASST YEAR, AND TAIWAN  
ITS FIRST. JAPAN SUCCESSFULLY USES FLOATING EXHIBITIONS HERE  
EVERY THREE YEARS. AUSTRALIA HAS AN ANNUAL MACHINERY TRADE  
FAIR INCLUDING MACHINE TOOLS.

8. ONWARD FLIGHT RESERVATIONS OF TM MEMBERS OUT OF MANILA WILL  
BE RESPONSIBILITY OF INDIVIDUAL MISSION MEMBER. EMBASSY  
TRANSPORTATION UNIT WILL ASSIST.

9. MEMO OF UNDERSTANDING COMPLETED AND INITIALED BY CO AND  
AO NOVEMBER 24, 1976. AO APPRECIATES EXCELLENT PRIOR STAFF  
WORK AND ASSISTANCE GIVEN BY POST HERE.  
SULLIVAN

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## Message Attributes

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